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## **City of Salisbury Announces Retirement of Broadband Services Director**

Salisbury, NC – August 19, 2011\_The City of Salisbury announced today that Director of Broadband Services Mike Crowell will retire. Crowell, employed with the City of Salisbury for over two decades, previously served as Manager of Information Services. Interim City Manager Doug Paris said, "We appreciate all that Mike Crowell has done for the City of Salisbury over his career, especially guiding the implementation of our broadband system. We wish him the very best in the future."

Director of Salisbury Rowan-Utilities Jim Behmer has been named as Acting Director for Broadband Services and will provide leadership for Fibrant Communications during the interim. Salisbury Rowan-Utilities and Fibrant management teams will lend support to Behmer and help ensure a smooth and confident transition. Residents should be assured that both Salisbury-Rowan Utilities and Fibrant Communications will continue to provide the highest level of customer service to which they are accustomed.

Behmer, who has worked for the City of Salisbury for more than ten years, holds a civil engineering degree from the University of Virginia and is a licensed professional engineer in the state of North Carolina. In addition, Behmer is a graduate of both the University of North Carolina's Public Executive Leadership Academy (PELA) and the Municipal Administration course. He is a member of the Rowan County Local Emergency Planning Committee (LEPC) and is a Leadership Rowan graduate. Behmer shared, "I am honored to work with the Fibrant team. The staff offers tremendous knowledge, invaluable experience, and a strong sense of teamwork. Each Fibrant employee is sincerely committed to providing excellent customer service."

Fibrant currently has over 1,200 customers and provides installation of TV, telephone, and Internet services exclusively for residents and businesses within the Salisbury city limits. The state-of-the-art fiber-to-the-home utility offers broadband speeds of up to 100 Mbps squared (download & upload) with the capability of providing even faster speeds. Triple-play packages, including all three Fibrant services, begin at \$97 per month. A free DVR is currently available to customers with a subscription to Essential and Deluxe packages.

Fibrant employs 100% fiber optics to carry communications directly to residential homes and businesses. Long, fine strands of glass carry information on beams at the speed of light. Compared to older technologies, fiber optics transport thousands of times more information at a much higher rate. Fibrant also provides symmetrical bandwidth. Users

experience the same high-speed during uploads as they do during downloads. Fibrant delivers the bandwidth that innovative, progressive applications and services demand.

Fibrant currently offers a “Credit to Switch” program to assist citizens who would like to switch from their current service provider to the Salisbury-based broadband utility. The programs offer citizens, who choose to switch to Fibrant, up to \$150 in credit for early termination fees. Fibrant’s “Credit to Switch” program provides a response to citizens who have shared their desire to become Fibrant customers, but were locked into pre-existing contracts. The campaign tagline “You Asked and We Listened” emphasizes Fibrant’s strong acknowledgement of citizen feedback in support of the delivery of consistently excellent, homegrown customer service. The program is for new Fibrant customers only and includes both residential and business accounts. To participate, a customer must sign up for Fibrant services. Once a final billing statement has been received from the customer’s previous service provider, the customer should bring the statement (denoting the early termination fee) to the Salisbury Customer Service Center, 1415 Martin Luther King Jr. Avenue South. A Fibrant representative will verify the documentation and credit the customer’s Fibrant account for the early termination fee, for up to \$150. The amount credited to the customer’s account is not to exceed the original termination fee incurred by switching to Fibrant. Past due charges and other incurred costs are not applicable toward the credit amount. The “Credit to Switch” program is not valid for existing Fibrant accounts.

In addition, current Fibrant customers can receive a \$25 credit to their Fibrant account for participating in the “Refer-A-Friend” program. Fibrant customers can visit [www.fibrant.com](http://www.fibrant.com) and click the associated link to refer a friend for services. Customers will receive a \$25 credit for each referral who signs-up for Fibrant services.

For more information regarding Fibrant, its services or programs, citizens may call 704-216-7467 or visit [www.fibrant.com](http://www.fibrant.com). The City of Salisbury is an equal opportunity employer with over 180 different job classifications and 400 full time positions. For more information regarding the City of Salisbury and its services and departments, please visit us on the web at [www.salisburync.gov](http://www.salisburync.gov). To receive updates regarding local initiatives, meetings, programs, and events, please join the City of Salisbury’s Facebook users group at [www.salisburync.gov/facebook](http://www.salisburync.gov/facebook) or follow us on Twitter at <http://twitter.com/CitySalisburyNC>.

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